

EXHIBIT L

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Education

Ph. D., Yale University, New Haven, Connecticut, 1979, Psychology (Yale Fellowship, NIMH Traineeship)
 B.A., Cornell University, Ithaca, N.Y., 1973, English and Psychology, 1973 (Magna cum laude)

Professional Experience

2000 -	Research Professor, Survey Research Center, University of Michigan Research Professor, Joint Program in Survey Methodology
2001-2008	Director, Joint Program in Survey Methodology
2007-2008	Associate Director, Michigan Program in Survey Methodology
2006-2007	Acting Director, Michigan Program in Survey Methodology
1997 - 2000	Senior Methodologist, The Gallup Organization
1991- 1997	Research Vice President and Senior Scientist, NORC
1989- 1991	Vice President, CODA, Inc.
1980- 1989	Research Analyst and Senior Methodologist, NORC
1978- 1980	Assistant Professor, Psychology, Connecticut College
1973- 1974	Research and Planning Specialist, Community Action Commission of the Cincinnati Area

Bibliography

Books:

Groves, R.M., Fowler, F.J., Couper, M.P., Lepkowski, J.M., Singer, E., & Tourangeau, R. (2004). *Survey Methodology*. New York: John Wiley & Sons.

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M.G. Sirken, D.J. Herrmann, S. Schechter, N. Schwarz, J. Tanur, & R. Tourangeau (1999). *Cognition and Survey Research*. New York: John Wiley & Sons.

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Papers Presented at Conferences:

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Yan, T., and Tourangeau, R. (2004) "Fast Times and Simple Questions: The Effects of Age, Experience, and Question Complexity on Web Survey Response Time." Paper presented at the 59th Annual Conference of the American Association for Public Opinion Research. Phoenix, AZ, May 13-16.

Tourangeau, R. (2003). "Cognitive Interviewing: An overview." Paper presented at the Washington Statistical Society Symposium on Quality Assurance in the Government. Rosslyn, VA, December 9, 2003.

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Kearney, A., Tourangeau, R., Shapiro, G., & Ernst, L. (1993). "Coverage improvement from experimental residence questions." Paper presented at the Joint Statistical Meetings, San Francisco, California, August 10, 1993.

Conference Papers (cont'd):

Tourangeau, R., Smith, T.W., Rasinski, K., Jobe, J. & Pratt, W. (1993). "Minority reports of sexual behavior." Paper presented at the Annual Meeting of the American Psychological Association, Toronto, Canada, August 20, 1993.

Jobe, J., Pratt, W., Tourangeau, R., & Rasinski, K., (1993). "Minority Women's Reports of Abortion and Drug Use." Paper presented at the Annual Meeting of the American Psychological Association, Toronto, Canada, August 20, 1993.

Lockhart, D., & Tourangeau, R. (1992). "The effects of suggested price points on open-ended price estimates." Paper presented at the Annual Meetings of the American Psychological Association, Washington, D.C., August 14-17, 1992. (*Proceedings of the Society for Consumer Psychology, American Psychological Association*, pp. 59-64).

Tourangeau, R. (1990). "Attitude importance, conflict, and the consistency of responses to attitude questions." Paper presented at the International Conference on Measurement Errors, Tucson, Arizona, November 15, 1990.

Tourangeau, R., & Rasinski, K. (1989). "The survey response process and survey errors." Paper presented at the Annual Meeting of the American Psychological Association, New Orleans, Louisiana, August 11-15, 1989.

Rasinski, K., & Tourangeau, R. (1989). "A cognitive model of the measurement of political attitudes." Paper presented at the Annual Meeting of the American Political Science Foundation, Panel on the Nature of the Survey Response, Washington, D.C., September 1-4, 1988.

Tourangeau, R., & Rasinski, K. (1988). "Context effects: When they occur and how often." Paper presented at the Annual Meeting of the American Association for Public Opinion Research, Toronto, Canada, May, 1988.

Rasinski, K., & Tourangeau, R. (1987). "The effect of survey context on economic judgments." Paper presented at the Annual Meeting of the American Political Science Association, Chicago, Illinois, September, 1987.

Tourangeau, R. (1987). "Cognitive processes underlying context effects in political attitude surveys." Paper presented at the Annual Meeting of the American Psychological Association, New York, NY, August 28, 1987.

Tourangeau, R. (1987). "Context effects in attitude surveys." Paper presented at the American Association for the Advancement of Science, Chicago, Illinois, February 15, 1987.

Rasinski, K., & Tourangeau, R. (1986). "Length of recall period and forgetting in the 1980 NMCUES panel study." Paper presented at the International Symposium on Panel Surveys, Washington, D.C., November, 1986.

Lessler, J., Tourangeau, R., & Salter, W. (1986). "Cognitive laboratory studies of the 1986 supplement to the National Health Interview Survey, final results." Paper presented at the Joint Statistical Meetings, Chicago, Illinois, August 18-21, 1986. (*Proceedings of the Section on Survey Research Methods, American Statistical Association*, pp. 478-480.)

Conference Papers (cont'd):

Tourangeau, R. (1986). "New perspectives from psychology." Paper presented at the Annual Meetings of the American Association for Public Opinion Research, St. Petersburg, Florida, July 1986.

Lessler, J., Bercini, D., Tourangeau, R., & Salter, W. (1985). "Results of cognitive/laboratory studies of the 1986 NHIS Dental Supplement." Paper presented at the Joint Statistical Meetings, Las Vegas, Nevada, August 7, 1985. (*Proceedings of the Section on Survey Research Methods, American Statistical Association*, pp. 460-463).

Smith, A. W., & Tourangeau, R. (1984). "Finding subgroups for surveys." Paper presented at the Annual Meetings of the American Sociological Association, San Antonio, Texas, August 27-31, 1984.

Tourangeau, R. (1984). "Interchanges between cognitive psychology and survey methodology." Paper presented at the Joint Statistical Meetings, Philadelphia, Pennsylvania, August 13-16, 1984.

Tourangeau, R. (1984). "Attitude measurement: A cognitive perspective." Paper presented at the Annual Meeting of the American Association for Public Opinion Research, Lake Delavan, Wisconsin, May 17-20, 1984.

Tourangeau, R. (1980). "Similarity and dissimilarity in metaphor." Paper presented at the Annual Meetings of the American Psychological Association, Montreal, Canada, August, 1980.

Grants

- 1) NSF Grant (SES 8411970): Cognitive Processes in Survey Responding: Attitudes and Explanations, August 14, 1984—January 31, 1986; Principal Investigator.
- 2) NSF Grant (SES 8521313): Cognitive Processes in Survey Responding: Context Effects, April 15, 1986—September 30, 1988; Principal Investigator. (Award amount: \$253,103)
- 3) NSF Grant (SES 9122488): Gender Differences in Self-Reports on Sensitive Behaviors, July 15, 1992—December 31, 1994; Principal Investigator. (Award amount: \$219,301)
- 4) NSF Grant (SES 9907395): Collaborative Research: Cognitive Issues in the Design of Web Surveys, October 1, 2001—September 30, 2004; Principal Investigator (Award amount: \$114,932).
- 5) NSF Grant (SES 106222): Visual and Interactive Issues on the Design of Web Surveys, October 1, 2001—September 30, 2004; Principal Investigator (Award amount: \$366,794)
- 6) NIH Grant (NICHD 5 R01 HD041386-01): Visual and Interactive Issues in the Design of Web Surveys, May 1, 2003—April 30, 2007; Principal Investigator (Award amount: \$614,206)
- 7) NSF Grant (SES 549916): Collaborative Research on Latent Class Models of Measurement Error, March 1, 2006—February 28, 2009; Principal Investigator (Award amount: \$241,897)
- 8) NSF Grant (SES 550385): The Effects of Survey Presentation on Nonignorable Nonresponse and Measurement Error, April 1, 2006—March 31, 2009; Principal Investigator (Award amount: \$600,000)
- 9) NIH Grant (NICHD 2 R01 HD041386-06A1): Improving the Design of Health Surveys on the Web, May 1, 2007—April 30, 2011; Principal Investigator (Award amount: \$1,071,981)

Professional Associations and Awards

American Psychological Association

American Statistical Association; Elected ASA Fellow (1999)

American Association for Public Opinion Research

Elected to AAPOR Council as Associate Standards Chair (2002); Standards Chair (2003)

Elected to AAPOR Council as Associate Conference Chair (1995); Served as AAPOR Conference Chair (1996); Organized 52nd Annual AAPOR Conference, which included 59 sessions and more than 150 papers.

Named to the Census Joint Advisory Panel as Member of the ASA Subcommittee (1995-1999); Chairman of ASA Subcommittee (1999)

ASA Methods Working Group on the Survey of Income and Program Participation (1999-2005)

Morris Hansen Lecture Committee (2002-2005); Chair (2004)

Winner of the 2002 Helen Dinerman Award, the highest honor awarded by the World Association for Public Opinion Research

Chair of the Survey Research Methods Section of the American Statistical Association (2006)

Professional Associations and Awards (cont'd)

Winner of the 2005 AAPOR Innovators Award (with Tom Jabine, Miron Straf, and Judy Tanur)

Winner of the 2006 AAPOR Book Award (for *The Psychology of Survey Response*, with Lance Rips and Kenneth Rasinski)

Member, National Academy of Sciences Panel on Residence Rules in the Decennial Census (2004-2006)

Member, National Academy of Sciences Panel on the Design of the 2010 Census Program of Evaluations and Experiments (2007)

Member, Committee on National Statistics, National Research Council, National Academy of Sciences (2007 -)

Previous Depositions/Expert Testimony

I was deposed on February 8, 2007 in a trademark infringement case (Adidis America, Inc., and Adidas, Salomon AG vs. Kmart Corporation and others)
